

Notice of References Cited	Application/Control No. 09/875,053	Applicant(s)/Patent Under Reexamination FARROW ET AL.	
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	B	US-6,009,409 A	12-1999	Adler et al.	705/14
	C	US-6,108,637 A	08-2000	Blumenau, Trevor	705/7
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	U	Anon., "A Wiser P&G," Advertising Age, Vol. 69, No. 6, p. 20, February 9, 1998.
	V	Elliott, S., "THE MEDIA BUSINESS: ADVERTISING; News on the Web by Time and Saatchi Offers a Way to Change On-Line Banners Instantly," New York Times, final edition, p. 8, column 5, March 9, 1998.
	W	Anon., "Impulse Shopping Hits the Web with Internet-wide Launch of Impulse! Buy Network," Business Wire, September 28, 1998
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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